

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BBS 2844 – BUSINESS & SOCIETY

(Distance Education)

23 OCTOBER 2017

9.00 a.m. to 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This questions paper consists of **ONE (1)** page excluding cover page.
2. Answer **ALL** questions. The marks for each question is given in the question paper.
3. Please write your answers in the Answer Booklet provided.

Answer **ALL** Questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

Question 1

In all areas of business ethics pertaining to marketing and consumption, no other issues has been discussed in so much depth as advertising. Criticisms of these practices have been extensive and varied but can usually be grouped into either individual or social impacts. Discuss **FIVE (5)** common ethical issues in marketing.

(20 Marks)

Question 2

A whistleblower is a person who comes forward and shares his/her knowledge on any wrongdoing which he/she thinks is happening in the whole organization or in a specific department. A whistleblower could be an employee, contractor, or a supplier who becomes aware of any illegal activities. Explain **FIVE (5)** common characteristics of whistleblowers.

(20 Marks)

Question 3

Corporate Social Responsibility (CSR) is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. Discuss **FIVE (5)** areas in which organization can adopt to perform CSR.

(20 Marks)

Question 4

Computer ethics deals with the procedures, values and practices that govern the process of consuming computing technology and its related disciplines without damaging or violating the moral values and beliefs of any individual, organization or entity. Discuss **FOUR (4)** common issues regarding computer ethics.

(20 Marks)

Question 5

Consumer rights are generally a reference to a body of law that pertains to things the producers of goods must do to protect customers from harm. These laws have come into existence through a series of legal disputes, and have been shaped by the results of those cases. Discuss **FOUR (4)** basic consumers' rights.

(20 Marks)

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